



ARM & HAMMER
and **COW BRAND**
BAKING SODA



grease fires
quickly smothered
with soda

soda does no damage

soda is easy to clean

fires can be prevented!

650,000 fires, costing an estimated 300 million dollars, is our national yearly fire toll. Yet, authorities agree that most fires can be prevented or smothered at the start.

keep baking soda handy

Keep one-pound boxes of inexpensive baking soda ready for use . . . in the kitchen . . . in an upstairs closet . . . in the garage . . . in the glove compartment of your automobile. If your family are smokers or their hobbies include items like grease, oil, paints, etc., which are potential fire hazards, "plant" packages of soda where they are handy.

for grease, oil, paint, varnish, kerosene fires and the like—**NEVER USE WATER:** it spreads grease fires. Tear open top of the baking soda box and scatter soda over the burning surfaces. (It not only smothers the flames physically, it smothers chemically with carbon dioxide gas.)

for automobile engine fires

use baking soda to extinguish the fire and your motor will not be damaged . . . and keep soda sprinkled in bottoms of ashtrays to avoid a fire starting there. You should always have a pound box handy in your glove compartment.

curb carelessness . . . prevent fires . . . smother with soda

baking soda — your easiest weapon

Baking soda — sodium bicarbonate — is inexpensive, is easy to use. Baking soda checks grease fires and small flame fires effectively and efficiently. Baking soda not only smothers the flame physically, it smothers the fire chemically with carbon dioxide gas, which is released by the action of heat on sodium bicarbonate.

For grease fires in cooking utensils — smother with a cover handled by a long fork, or throw soda on the blaze; it will wash harmlessly from the food later. For a broiling pan fire — turn off the oven, throw handfuls of soda on the blaze. The meat can be saved and the pan easily cleaned.



for ash tray, waste paper basket and fires starting from sparks

throw soda on the smoldering or burning spot. In upholstered furniture cut around spot to make sure fire hasn't travelled inside.

